Abstract of the Disclosure

Providing refreshed advertisements to subscriber equipment 210, such as a set-top box. A "client" application runs on the subscriber equipment 210 and includes a queue 404 for storing

5 targeted advertisements, a processor 402 for monitoring the display of each advertisement to the subscriber, a counter 410 for counting each display, and a trigger circuit 406 for initiating an advertisement download each time it is determined that the queue of advertisements stored at the client application

10 has reached a low-level threshold. An advertisement management system 202 provides advertisements to the client application. These advertisements may be network-based advertisements or may be targeted to each individual subscriber, based on a subscriber profile that is provided by a subscriber characterization system

15 204.